

Message Text

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PAGE 01 MADRID 05973 181342Z

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FM AMEMBASSY MADRID

TO SECSTATE WASHDC 6968

INFO AMEMBASSY LONDON

UNCLAS MADRID 5973

E.O. 11652: N/A

TAGS: BEXP BFOL SP

SUBJ: MARKET SURVEY PGA EQUIPMENT - SPAIN

REF: MADRID 5662; USDOC 16118

1. IN SECOND WEEK OCTOBER THIS EMBASSY WAS PROVIDED FROM AMEMBASSY LONDON A COPY OF THE PETER WARD ASSOCIATES (INTERPLAN) LTD. REPORT, MARKET STUDY FOR PGA EQUIPMENT IN SPAIN, DATED AUGUST 1973 FOR REVIEW AND COMMENT. AS NOTED IN MADRID 5562 PETER WARD, ASSOCIATES, WHO RECEIVED THIS CONTRACT IN MAY, NEVER CONTACTED THIS EMBASSY OR CONGEN BARCELONA AT ANY TIME FOR ASSISTANCE, ADVICE OR COMMENT ON THE STUDY.

2. IN GENERAL THIS EMBASSY IS NOT IMPRESSED WITH THE REPORT. THERE ARE REPEATED REFERENCES TO "CONSENSUS OF EXPERT MARKETING OPINION" BUT THERE WAS NO LIST INCLUDED OF INDIVIDUALS OR FIRMS INTERVIEWED HERE WHICH WOULD FACILITATE THE EMBASSY'S APPRAISAL OF THE OVERALL VALIDITY OF THE STUDY'S CONCLUSIONS.

3. WHILE THE STUDY'S NUMBER ONE CONCLUSION THAT PERIOD OF ACCELERATED RATE OF GROWTH OF INVESTMENTS IN THE PGA INDUSTRY HAS ENDED MAY BE TRUE, THE PRESENTATION OF THE MATERIAL ITSELF DOES NOT SUSTAIN THIS POINT. THERE IS REALLY ONLY THE ANALYST'S OWN ESTIMATES EXPRESSED IN THE VARIOUS TABLES FOR 1973, 74, AND 77.

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4. WHILE ADMITTEDLY APPROACHING THE "NIT PICKING" CATEGORY

WE FOUND THE FORMAT OF THE TABLES, THE USE OF PARENTHESIS INSTEAD OF THE CONVENTIONAL DOLLAR SIGNS, ERROR IN TABLE-HEADING (SOME FIGURES WERE EXPRESSED IN THOUSANDS OF DOLLARS AND OTHER IN FULL FIGURES) DID NOT GENERATE CONFIDENCE IN THE REPORT WHICH WAS NOT SUBSTANTIVELY CONVINCING IN ITSELF. NOR DOES THE LANGUAGE AND EXPLANATION USED IN SECTION 5.3 HELP. THERE IS NO "REBATE" APPLICABLE TO IMPORTS FROM EC COUNTRIES. REBATE IS NOT THE SAME AS PREFERENTIAL TARIFF TREATMENT. IMPUESTO DE COMPENSACION DE GRAVAMENES INTERIO-RES HARDLY TRANSLATES COMPENSATION FOR DOMESTIC PRODUCERS. ANYONE MINIMALLY FAMILIAR WITH SPANISH TRADE KNOWS THIS IS A DOMESTIC TAX EQUILIZATION LEVY ON IMPORTS. NO ONE IN THIS EMBASSY OR THE CONGEN BARCELONA IS AWARE THAT LOCAL ELECTRIC POWER SUPPLY IS DUE TO CHANGE SHORTLY TO 280 VOLTS.

5. IN GENERAL THE REPORT TENDS TO REINFORCE THE JUDGMENT ON PAGE 40 OMB REPORT ON COMMERCIAL AND ECONOMIC REPRESENTATION ABROAD WHICH STATES "THE CONTRACT MARKET RESEARCH STUDIES AND ANALYSIS DONE ON SELECTIVE SUBSECTORS OF TARGET INDUSTRIES ABROAD ARE GENERALLY OF MARGINAL QUALITY."

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